

Vidal
THAVER

entertainment & lifestyle
blogger

www.mildbrown.weebly.com



2537



1265



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ABOUT

Mild Brown is an entertainment and lifestyle blog that discusses films, television shows, and showcases photography and videography. The blog also features personal posts from Vidal Thaver about her experiences as a university student, events she has been invited to and more!

AFFILIATIONS

- Canal Walk Shopping Mall (2017)
- Upstairs on Bree (2017)
- Chambord Liqueur (2018)
- Cavendish Shopping Mall (2018)
- Cape Town Experiences Magazine (2019)
- Netflix (2019)

MILD BROWN'S AUDIENCE



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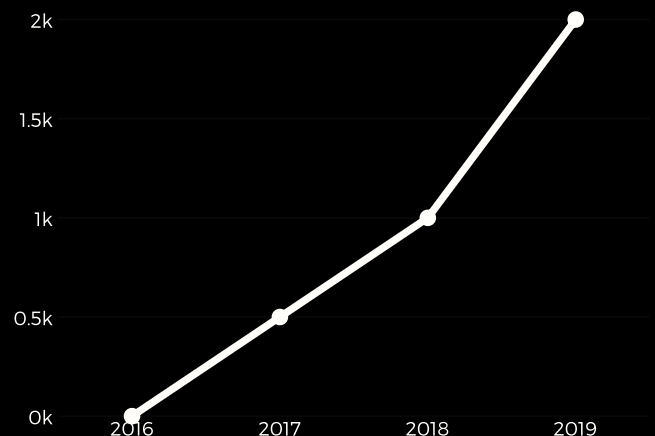


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DEMOGRAPHICS

- **Top Region:**
Cape Town, South Africa
- **Average page click-through:**
1.6 pages
- **Gender:**
Female visitors frequent the blog more than male visitors.
- **Top Age Range:**
18 - 24

BLOG AUDIENCE GROWTH SINCE 2016





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PRICING PER POST

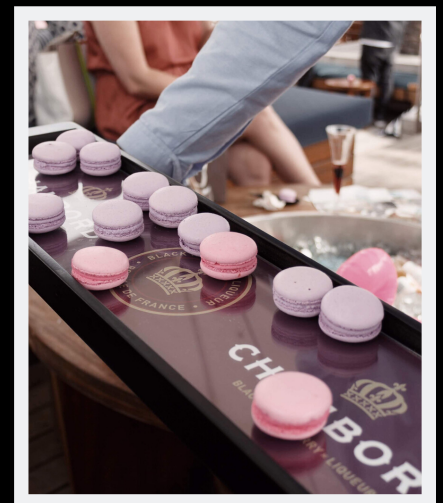
- Blog Post (excluding personalised photography): **R200**
- Blog Post (including personalised photography): **R300**
- *All content will be promoted on social media (Facebook, Twitter & Instagram)*

ABOUT THE BLOGGER

Vidal has always been ambitious and highly driven to pursue her passions. This is evident in her creation of Mild Brown at the tender age of 17! During the same year, she completed a Digital Journalism course through Media24's WeCan24 initiative. She is currently studying Psychology, Organisational Psychology and Film and Television Studies at the University of Cape Town. Vidal is the main blogger of Mild Brown, however she is assisted from time to time with some help from a few friends and creative peers who also add to the voice of the blog.

SERVICES OFFERED

- Social Media
- Promotions
- Attending Events
- Product Reviews
- Blog Advertising



CONTACT DETAILS

Email: mildbrownblog@gmail.com

Facebook: Mild Brown by Vidal Thaver (@mildbrownmedia)

Twitter: @mildbrownmedia

Instagram: @mildbrownmedia